

COURSE NAME: GRD359 Motion Graphics

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
Corequisite Course(s): None

COURSE DESCRIPTION

This course is an introduction to designing and producing motion graphics. Film and television, websites and digital presentations, in-store promotions to interactive kiosks, motion graphics are an important element of a corporation's communication efforts. With a strong background in graphics and image development, and knowledge of digital media acquired from previous classes, students will learn how to deliver creative motion design solutions to animated graphics. Through experimentation and exploration, projects might include title effects and animation and closing effects, animated advertising for Video Boards, and kinetic type and motion graphics for corporate videos.

LAND ACKNOWLEDGEMENT

Canadore College resides on the traditional territory of the Anishinaabeg and within lands protected by the Robinson Huron Treaty of 1850. This land is occupied by the people of Nipissing First Nation since time immemorial.

PLAR INFORMATION

This course is eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

Upon completion of this course, the student will have reliably demonstrated the ability to:

- | | |
|---|---|
| 1.0 Explain basic concepts of motion graphics and compositing. | 3.5 Explain and affect the relationship of nested elements. |
| 1.1 Define fundamental principles of motion. | 3.6 Animate text. |
| 1.2 Identify the basic elements of workflow. | 3.7 Animate shapes. |
| 1.3 Identify a project file and what it contains. | 3.8 Animate layers. |
| 1.4 Identify tools, panels and workspaces. | 3.9 Animate a multimedia presentation. |
| 2.0 Create simple motion graphic with a common imaging software. | 3.10 Demonstrate file browsing, importing, saving and exporting techniques used in cross platform software. |
| 2.1 Explore Video in Photoshop. | 4.0 Manipulate and enhance video and digital film assets. |
| 2.2 Create a small video clip using Adobe Photoshop (Cinemagraph, Rotoscoping). | 4.1 Identify, create and apply mask elements to layers. |
| 3.0 Use industry standard Motion Graphic software to create compositions. | 4.2 Create and apply keying elements and effects. |
| 3.1 Import layer elements from other industry software. | 4.3 Adjust colour balance and perform colour correction to imported footage. |
| 3.2 Edit layer properties. | 4.4 Render and export manipulated assets to editing workflow. |
| 3.3 Create and edit keyframe properties on a timeline to animate individual elements and layers within a composition. | 5.0 Apply motion graphic design skills to enhance productions. |
| 3.4 Explain relationships between elements and compositions. | |

- 5.1 Create storyboards for motion graphic projects.
- 5.2 Create a variety of tv graphics.
- 5.3 Create a short individually produced logo project.
- 5.4 Create a short individually produced kinetic type project.
- 5.5 Work collaboratively to create a short group produced corporate video.
- 6.0 Apply effective business practices* and project management skills.
 - 6.1 Locate, select, organize, and document information using appropriate technology and information systems.
 - 6.2 Use and submit quotes and time records.
 - 6.3 Create a final product reflect the clients original intent.
 - 6.4 Clearly communicate the process.
 - 6.5 Create clear, spelling and grammatically correct, design rationales as per GDC and RGD standards.
 - 6.6 Develop a Process book to accompany a project.
 - 6.7 Effectively present design work to class, clients, staff and faculty using presentation software.
- 6.8 Create professional quality Portfolio Boards for Print and Online media of final Designs for final portfolios, presentations, contest and exams.
- 6.9 Use D2L, Drop Box and College email accurately to locate, submit and communicate with clients, staff, and faculty.
- 6.10 Display Professional conduct; language, dress, hygiene, manners, and respect, as would be expected in the Workplace.
- 7.0 Explore new and upcoming technologies and trends in motion graphic technologies.
 - 7.1 Current and Upcoming Trends.
 - 7.2 New technologies.
- 8.0 Design and produce individual work for final portfolio.
 - 8.1 Design and produce TV Graphics.
 - 8.2 Produce Motion Ads.
 - 8.3 Design and produce kinetic type and motion graphics for corporate videos.
 - 8.4 Develop a Process book to accompany a project.
 - 8.5 Create Portfolio Boards for print and Online including process, mockups and short project objective.

GENERAL EDUCATION

This is not a General Education course.

PROGRAM OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Graphic Design

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.

7. Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
8. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
3. Execute mathematical operations accurately.
4. Apply a systematic approach to solve problems.
5. Use a variety of thinking skills to anticipate and solve problems.
6. Locate, select, organize, and document information using appropriate technology and information systems.
7. Analyse, evaluate, and apply relevant information from a variety of sources.
8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
10. Manage the use of time and other resources to complete projects.
11. Take responsibility for one's own actions, decisions, and consequences.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

There are no external accreditations or conditions identified for this course.

COURSE EVALUATION

| Evaluation Item | Weight |
|---------------------|--------|
| Professionalism | 5 |
| In Class Work | 35 |
| Major Assignment #1 | 20 |
| Major Assignment #2 | 20 |
| Major Assignment #3 | 20 |

COURSE PASS GRADE

50

GRADING SYSTEM

| | | | | | | | | |
|-----|---------|-----|--------|-----|--------|----|--------|---|
| A+: | 90-100% | B+: | 77-79% | C+: | 65-69% | D: | 50-54% | S - Satisfactory |
| A: | 85-89% | B: | 73-76% | C: | 60-64% | F: | 0-49% | I - Incomplete |
| A-: | 80-84% | B-: | 70-72% | D+: | 55-59% | | | F- Repeat Course, included in GPA |
| | | | | | | | | FS- Failure Supplemental |
| | | | | | | | | FR- Repeat course, excluded from GPA |

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Course Textbooks:

Title:
Author:
Publisher:
Edition:
Print ISBN:
eBook ISBN:

Required:

Laptop computer and Adobe Creative Cloud software Subscription and Internet access (supplied while on campus).

Note: It is the responsibility of the student to ensure the software versions match exactly to what is available at the College and that all digital files are compatible for marking. The college will update software only once per academic year.

Drawing tablet, Portfolio Kit Supplies.

Books, magazines, and online resource for most major assignments.

Book, magazine titles, issues and online links will be recorded on final assignments.

Collect reference and samples for your personal resource file.

Recommended:

iPad and Creative Apps

DSLR Camera

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

Technology requirements - <https://www.canadorecollege.ca/BYOD>

The Harris Learning Library's staff can help you find resources to support your learning - www.eclibrary.ca

LEARNING ACTIVITIES

Exercises and projects

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including In-Person, Remote (synchronous and/or asynchronous), hybrid, or Hyflex, as per accreditation and/or regulatory standards where appropriate. This information is identified on the course schedule (student and faculty).

RECORDING GUIDELINES

This class may be recorded by faculty of the College. Faculty will inform students when recording of the class commences and ceases. 'Recorded' means that the audio-visual and chat portions of the class will be recorded and then be stored on the College or vendor provider server. They will be made available to students, but only for the express and sole use of those registered in this course. If you have any questions or concerns about this recording, please contact your instructor or the College's privacy officer at privacy.officer@canadorecollege.ca. Full recording guidelines can be found at: <https://cdn.agilitycms.com/canadore-college/academic-centre-of-excellence/Canadore%20Recording%20Guidelines.pdf>

EXPERIENTIAL LEARNING & INTERPROFESSIONAL EDUCATION

All full-time programs of study at Canadore College strive to provide students with opportunities for experiential learning and interprofessional education. This course provides students with both experiential learning (EL) opportunities and interprofessional education (IPE) through:

Formal Course Projects (EL)
Simulations (IPE)

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website: <https://www.canadorecollege.ca/about/policies>.

COLLEGE POLICIES

- Protecting human rights in support of a respectful college community

For college policies please see: <http://www.canadorecollege.ca/about-us/college-policies>.

Accessibility Learning Services for Students with Disabilities - Student Success Services

Student Success Services provides comprehensive support to students. We aim to ensure that all students have equal access to educational opportunities and can succeed in their academic journey. Our services focus on reducing and eliminating barriers related to education through individualized accommodations and support. If you are a student with a disability, we encourage you to register with Accessible Learning by completing the Student Success – Accessible Learning Services Form (https://canadorecollege-accommodate.symphlicity.com/public_accommodation/).

For more detailed information about the services offered, please visit our webpage: Student Success Services - (<https://www.canadorecollege.ca/support/student-success-services>). To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring
- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills
- Learning Resource Centre

Drop by our offices at C254 College Drive, W103 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

WAIVER OF RESPONSIBILITY

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

HISTORICAL COURSE OUTLINES

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.

ADDITIONAL DISCLAIMER NOTE

All assignments are due upon deadline. All assignments **MUST** be submitted through iLearn to their respective

course and dropbox. MAKE SURE TO VIEW ALL DEADLINES ON iLearn. Students are responsible for informing faculty of special circumstances and negotiate arrangements for alternative dates and/or grade revisions. Medical documentation may be requested for unexcused or unexplained absences that result in missed assignments, tests and/or exams. All approved late assignment submissions will incur a 10% deduction and may be accepted up to a maximum of 7 days (1 week) late after which time will not be accepted. Extended deadlines need to be negotiated with each faculty member. Allowance of late submission under the accommodations provision allows for up to a maximum of 7 days.

****ALL assignments due before midterm MUST be in and will not be accepted after midterm. Prior notification of tardiness or absence is always appreciated.**